

SEPTEMBER 23-25, 2011

ROSECLIFF AND MARBLE HOUSE, NEWPORT, RI



ROSECLIFF



MARBLE HOUSE



Plan Now To Exhibit Or Sponsor!

Presenting Sponsor:
FOOD & WINE

THE
PRESERVATION SOCIETY
OF NEWPORT COUNTY



www.NewportMansionsWineAndFood.org

Exhibit At The Most Sophisticated Wine Tasting Event In New England

FOOD & WINE presents the most upscale Wine & Food Festival on the East Coast. Don't miss your chance to market your wines, spirits, foods and lifestyle products at this high-quality celebration. Last year's exhibit space sold out! Make your plans to participate today.

Two stunning Newport Mansions - Marble House and Rosecliff - host more than 100 of the world's finest vintners for a remarkable three-day food and wine experience. This food and wine lovers' delight is the place for you to showcase your wines and spirits to an audience of over 3,500 people with incredible discretionary income.

Festival Highlights:

- Two-day Grand Tasting with over 100 wineries and 3,500 trade and consumer attendees on the lawn of Marble House.
- Dedicated trade hours each day.
- Sunday Brunch.
- Celebrity chef appearances and cooking demonstrations by nationally and locally recognized personalities.
- "Wine & Rosecliff" Gala Celebration.
- Collectible Wine Auction.
- Seminars with leading wine experts

Festival Schedule

Friday, September 23 – Rosecliff

- "Wine & Rosecliff" – Featuring a reception buffet, tasting and dancing
- Seminar Program

Saturday, September 24 – Marble House

- Trade Only Hours 11 am - 12 pm
- Grand Tasting from Noon - 4 pm
- Celebrity Chef Cooking Demonstrations
- Auction
- Seminar Program

Sunday, September 25 – Marble House

- Trade Only Hours 11 am - 12 pm
- Grand Tasting from Noon - 4 pm
- Sunday Brunch.
- Celebrity Chef Cooking Demonstrations
- Seminar Program



FOOD & WINE is proud to once again sponsor this remarkable weekend experience. With 8 million readers and over 1.5 million online visitors, the *FOOD & WINE* brand continues to grow and offers tremendous exposure of the Festival to its spectacular audience of food and wine lovers nationwide.



Why Exhibit At *THIS* Wine Event In Newport?

The Affiliation

It is the only wine exhibition in New England sponsored by *FOOD & WINE* magazine.

The Audience

It has a built-in audience of upscale consumers with a history of attending this very special event annually.

The Setting

It takes place in the most elegant settings in Rhode Island – the Newport Mansions. Guests enter the Grand Tasting through the elegant marble entrance foyer of Marble House and make their way across the terrace down to the tent on the expansive ocean front lawn.

The Beneficiary

The proceeds stay in the community and benefit The Preservation Society of Newport County.

The Popularity

Last year's Festival was near capacity in terms of exhibitors and attendees as its popularity continues to grow. A concerted effort is made to limit the overall number of attendees to maintain a high ratio of wineries to guests.

The Event

It is designed to showcase high-end wines, spirits and ales and also features upscale restaurants. In general, wines poured retail for \$25.00 or above.

The Ambiance

The Festival also features "Wine & Rosecliff" on Friday night and a Sunday Brunch adding to the cache of the weekend.

The Show Features

- Dedicated Trade Hours
- Celebrity Chef Pavilion
- Auctions
- Seminar Program
- Food Pavilion in the Chinese Tea House

Plus...food samplings by regional restaurants are included in the ticket price. Parking is complimentary.



Audience Profile

Drawing Attendees From Throughout The U.S.

HOME STATE	PERCENTAGE
Massachusetts	35%
Rhode Island	22%
National	13%
Connecticut	12%
New York	8%
New Jersey	6%
Other New England	4%

Attracting An Upscale Demographic

Age 51% are between the ages of 35-54

Affluence 45% report household incomes of more than \$150,000

Education Level 83% of the audience holds a college degree or more

Gender 70% of the audience is female

Attendance Promotion Campaign

Attracting The “Wine Trade”

Direct Mail

- A trade mailing is sent to thousands of liquor licensees offering complimentary admission. Participating distributors also pass along these pieces to their best customers and other VIPs.

Advertising

- Full page, 4-color ads run in *Rhode Island Beverage Journal*, *Connecticut Beverage Journal* and other industry publications.

Email Campaign

- E-newsletters are sent to members of the trade highlighting the latest news regarding the Festival along with reasons to attend.

Attracting Consumers

Internet Advertising

- The Festival is included in “All You Can Eat” on *FOOD & WINE*'s website from now until show time.
- The event is highlighted in several editions of “This Month’s Dish” online at www.foodandwine.com.
- Banner ads are placed on several wine-related websites.
- The Festival is promoted on The Preservation Society of Newport County’s website www.NewportMansions.org which receives 1.1 million visits annually.

“E-Marketing”

- A dedicated e-newsletter is sent to thousands of readers of *FOOD & WINE*
- The Festival is highlighted in editions of “The Dish”, *FOOD & WINE*'s bi-weekly e-newsletter reaching 140,000+ recipients.
- Several regional entertainment and lifestyle e-newsletters send dedicated editions highlighting the Festival.
- Major organizations send dedicated email blasts to employees promoting special offers for them to attend.
- Promotional mentions are included in The Preservation Society of Newport County’s “E-Gram” which reaches over 35,000 friends and members of The Preservation Society.
- Numerous e-newsletters go out to opt-in subscribers who register through the Festival's website to receive updates on the event.

Direct Mail

- A direct mail piece reaches thousands of wine lovers throughout the New England states including past Festival attendees.

Retailers & Restaurants

- Over 20 retailers and restaurants display POP material and distribute brochures in their locations. Newsletters and email broadcasts are also used.
- The event is promoted in The Preservation Society of Newport County’s visitor center with over 200,000 impressions annually.
- In-store video programs featuring the Festival run in the Newport Mansions Stores at The Preservation Society’s top locations (500,000 impressions).

Print Advertising

- Ads run in national publications such as *FOOD & WINE*, *Roseann Tully’s Intermezzo* and *Quarterly Review of Wines* as well as in several local print publications.
- A two-page spread runs in The Preservation Society of Newport County’s annual visitor guide (450,000 units).
- The event is promoted in the Newport Flower Show event program (10,000 copies distributed).

Radio Advertising

- Radio spots flood the airways and radio promotions tie into the Celebrity Chef Cooking Stage on stations such as KISS 108, Coast 93.3 FM and others.

Television Advertising

- Television ads appear on local affiliates, providing tremendous exposure in the marketplace.

Public Relations

- A public relations campaign goes in full force attracting both the trade and consumer press.



Show Attractions

Grand Tasting

The Grand Tasting takes place in a tent on the lawn of the exquisite Marble House. Wineries are organized by country and wine region, making it easy for attendees to find the wines they are looking to sample. Spirits and high-end manufacturers of wine accompaniments, lifestyle products and specialty foods may also exhibit here.

In addition to purchasing exhibit space, you may also select to become a "Corporate Sponsor" of the Festival and be linked to the entire activity of the Grand Tasting along with all other aspects of the event. This sponsorship allows you to have your company logo appear on every printed piece produced for the show along with sponsorship recognition on every other promotional vehicle affiliated with the Festival. Get your company logo out in front of hundreds of thousands of consumers pre-show and have your brand highlighted on-site to thousands more!

Seminar Program

An all-star lineup of wine experts presides over the seminar series which offers sessions for both the novice and the connoisseur. Topics include vertical tastings, wine and food pairings and hot issues relating to the wine industry. Past speakers have included **Kevin Zraly** of Windows on the World Wine School, **Gloria Maroti Frazee** of *Wine Spectator*, **Ihsan Gurdal** of Formaggio Kitchen, Executive Wine Editor **Ray Isle** of *FOOD & WINE* and **Leslie Sbrocco** of Thirsty Girl.

"Wine & Rosecliff" Gala Celebration

On Friday, September 23, join us for this special evening of music, food, and fine vintages.

Kitchen Pavilion

Some of the top regional chefs are center stage showcasing the culinary aspects of this special occasion. Samples are distributed to everyone in the audience and recipes are provided so that attendees can prepare these delicious dishes at home.

The following sponsorship opportunities exist:

- Kitchen Equipment Provider
- Décor Provider
- Cookware Provider

Sunday Brunch

Over 350 wine and food connoisseurs converge in this special feature that sells out annually! This upscale dining and entertainment experience is a Festival highlight each year.

Sponsorship opportunities exist to attach your company to this event.



Sponsorship Opportunities

Official Tasting Glass



The Official Tasting Glass is the favorite keepsake for attendees. Each guest receives a glass, featuring the show logo and your logo, to taste the wines and keep as a souvenir.

Other valuable benefits are also provided with this opportunity.

Automotive Sponsor



Drive sales to an upscale audience for only a fraction of the cost typically associated with reaching this desirable market segment. This opportunity includes

exhibit space at the Grand Tasting to feature your vehicles. Rev up your engines for the event marketing opportunity of a lifetime!



Coffee Sponsor

There's nothing like a good cup of coffee! Whether at the start of their day or at the end, attendees appreciate a cup of joe to energize their

bodies and souls. Here is your chance to showcase your brand to a high-end audience.



Official Show Bag

It's the first thing people look for when they hit a show floor. Everyone needs a carrier bag to store the goodies they obtain during the day. These

totes are kept throughout the year. With your logo on one side and company literature inside, each attendee will remember your participation in their favorite event.

Credit Card Or Phone Card Sponsor



With 90% of our attendees using a credit card to purchase tickets, this is the audience that appreciates the convenience of plastic. Market your credit

cards or phone cards to this well-educated audience with tremendous purchasing power.



Official Pen

Attendees like to take notes on the vintages they taste. How else could they remember all the wines they

sample at the Festival? Gain exposure during and after the show by putting your logo on the Official Pen.

Wine Taster's Notebook

What goes best with an Official Pen...an Official Wine Taster's Notebook of course!

It's the perfect gift for attendees. With your logo proudly displayed on the cover, the notebook is perfect for jotting down wine tastes, brands and impressions. A "most asked for" sponsorship, the notebooks are essential to the attendees' enjoyment of the show and will be referred to when making wine purchases all year long.

Financial Services Sponsor

Financial Services benefit from exposure to the upscale consumers in attendance at the Wine & Food Festival. Introduce new products and services to this affluent group and differentiate your company from the competition.



Water Sponsor

Attendees enjoy a bottle of water while sampling the wines at the Festival to help clear their

palette and keep hydrated. It has become a "must-have" at wine tastings everywhere. Here is your opportunity to have your water in the hands of every attendee AND exhibitor as they enjoy their day at the Festival. It is the perfect branding opportunity for your company.



Kitchen Pavilion

The Celebrity Chef Pavilion is the place to reach "foodies" who attend the Festival. Roseann Tully of *Intermezzo* magazine and a collection of the most popular local chefs host continuous demonstrations in this pavilion.



Sunday Brunch

Capture the attention of 350 wine and food connoisseurs in this special feature that sells out annually! This upscale

dining and entertainment experience is the event to sponsor if you are looking to get your product or service directly in front of a captive audience with discriminating palates.

"Wine & Rosecliff" Gala



A signature event of the weekend, the Gala features live music, delicious foods and special vintages poured only this evening. Only Grand Cru wines are

poured at this very special celebration. This is the ideal sponsorship opportunity to reach the most upscale visitors attending the Festival.



Seminar Program

Continuous seminars run from Friday through Sunday featuring some of the top wine experts in the country. This is your opportunity to reach a

captive audience interested in expanding their wine knowledge and enjoying the finer things in life.

Additional Sponsorship Opportunities Include:

- "Tasting Tips" Glass Insert
- Exclusive Wine Region Sponsor
- Chinese Tea House Sponsors
- Chocolate Sponsor
- Souvenir Glass Hang Tag
- Bathroom Sponsor
- Volunteer Gear
- Roaming Rights
- Badge Lanyards
- Exhibitor Gift
- Show Signage
- Banners

Last Year's Exhibitors

Here's a look at the companies who recognized the value of the Newport Mansions Wine & Food Festival by participating in the 2010 event:

Wine, Beer & Spirits

Alain Junguenet Selection
Alexander Valley Vineyards
Allen Scott Wines
Bedell Cellars
Bellevue Wine & Spirits
BODEGAS RIOJANAS, S.A.
Cambria
Castello Banfi/Banfi Tuscany
Caymus Vineyards
Chateau Ste Michelle
Clos du Bois
Concho Y Toro/Emiliana
Cotes du Rhone
Crimson Wine Group
Dierberg & Star Lane Vineyards
Domaine Select Wine Estates
Don Sebastiani and Sons
Dos Familias
Espoao Wines & Olive Oils
Ethica Wines
Fine Wines of the World
Four Vines Winery
Gathering Harvests
Gloria Ferrer
HALL Wines
Hazlitt 1852 Vineyards
JC Imports
J. Lohr Vineyards & Wines
Jeriko Estates/Robert Blaine Vineyards/
Hollywood & Vine 2480
Jordan Vineyard & Winery
Joseph Carr, Napa Valley
Kendall Jackson
LaCrema
La Face Cachee de la Pomme Inc.
Ladera
Loire Valley Wines
Magner's Cider
Majestic Fine Wines
Matua
Michael-David Winery
Mionetto
Moet Hennessy USA
Morlet Family Vineyards
Noble Harvest LLC
Opici
Oyster Bay Wines USA Limited
Palm Bay International
Pernod Ricard USA

Premium Port Wines
Ravenswood
Robert Oatley Vineyards
Rodney Strong Vineyards
Rutherford Wine Co.
Silver Oaks Cellars
Sonoma Loeb Wines
St. Germain
Stella Artois
Still River Winery
Terra Valentine Winery
T.G.I.C. Importers, Inc
Thirsty Girl Pavilion
Tre Monti Vineyard
Trifecta Cellar & Wine
Triple 8 Vodka
TY KU
Ultramarine - Urium
Velocity Wine Group
Villa San-Juliette
Wine Worldwide, Inc. - Bellussi
Wine Worldwide, Inc. - Brogalvini
Winebow Imports
World Wide Wine Importing &
Exporting
ZYR Vodka

Lifestyle Exhibitors

Alaska Seafood Marketing Institute
All Occasion Limousine
American Public Television/Create
TV/Rhode Island PBS
Art New England
Bella Bella Gourmet
Blackstone Caterers
Blaze East Side
Broadview Marketing
Cayman Island Department of Tourism
Chanler at Cliff Walk
Chocolate Springs Café
Clarke
Clarke Distribution Corp.
Daniele Foods
Dave's Marketplace
David Burke Prime
Desani
DeWolf Tavern
Diamond Crystal Salt
Eleven Forty-Nine Restaurant
Faddy's

Fireman's Fund
Fluke Wine Bar and Kitchen
FoodShouldTasteGood
Garrison Confections, Inc,
Gelato Guiliana
Glorious Affairs
Green Mountain Coffee
Greenbrook Millworks
Gunter Wilhelm Cutlery
H & K Steel Sculptures
Hilton Grand Vacation Club
Hudson Valley Foie Gras
Infiniti
Irish Dairy Board
Italian Trade Commission
John Wm. Macys CheeseSticks
Lakonia Greek Products
Local 121
Mariah's Chow Chow Relish
Mary's Gone Crackers
Nestle Waters
Newport County Chamber of Commerce
Norseland, Inc.
Norseland, Inc.
Ocean House
On The Avenue Marketing
PEPCID® COMPLETE®
Persimmon
Plantation Catering
Regency Caterers
RIPE Ultra Premium Juice Cocktail Mixer
Robert's Wine Ware
Roseann Tully's Intermezzo Magazine
Russell Morin Fine Catering
Safari Room at Ocean Cliff
Soiree
State Gardens/Olivia's Salads
Tauk...Epicurean Travel Collection
The Pier Restaurant
Thirsty Girl
Thomas Arvid Fine Art
Travelocity
Vacation Village Resorts
Wild Forest Products
Williams Sonoma
Willow Club
Yankee Magazine

Exhibit Opportunities

Wine Or Spirits Table - \$500 per table, a case of each wine you will be sampling plus a minimum \$100 donation for the auctions.

- 6-foot draped table, identification sign, wine glasses, ice, rinse buckets, show program listing, website listing and cleaning services.
- In order to maintain the integrity of the event, participating wineries must be represented by a winery principal (winemaker, owner or other national title).
- One producer per table maximum. Limit of wine selections to five per table.
- Each wine must carry a retail value of \$25 or higher.

Food Table - \$1,000 per table plus minimum \$100 donation for the auctions.

- 6-foot draped table, identification sign, show program listing, web site listing and cleaning services.

Non-Wine Booth - \$1,300 per booth plus a minimum \$100 donation for the auctions.

- 10' x 10' exhibit space, 8-foot high backdrop, 3-foot high rails, 6-foot draped table, two folding chairs, one identification sign, show program listing and website listing.

“Wine & Rosecliff” Gala – FREE if you are already an exhibitor in the Grand Tasting plus an additional \$100 wine donation for the Festival's auctions.

- Space is one half of a six foot table
- Each red wine must retail for \$65.00 or higher
- Each white wine must retail for \$45.00 or higher

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ResourcePlus is a full-service event management company specializing in event planning and management services for consumer/trade shows, meetings and special events. Other high profile shows include the Boston Wine Expo, the New York Wine Expo, Build Boston and Residential Design and Construction.

THE
PRESERVATION SOCIETY
OF NEWPORT COUNTY



The Newport Mansions Wine & Food Festival supports the mission of The Preservation Society of Newport County, a non-profit educational organization accredited by the American Association of Museums and dedicated to preserving and interpreting the area's historic architecture, landscapes and decorative arts. The Preservation Society's 11 historic properties – seven of them National Historic Landmarks – span more than 250 years of American architectural and social development.